

Message Text

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ACTION EUR-12

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FM AMEMASSY MOSCOW
TO USDOC WASHDC PRIORITY
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AMCONSUL LENINGRAD

UNCLAS MOSCOW 9238

FOR BEWT/TPD (THOMPSON)

FOR EUR/SOV (EDGAR)

E.O. 11652: NA
TAGS: BEXP, UR
SUBJECT: MARKETING FOR CHEMISTRY '77

REF: USDOC 11916

1. AS WE HAVE POINTED OUT ON OTHER OCCASIONS, EXISTENCE OF HIGHLY
CENTRALIZED SOVIET BUYING APPARATUS AND FACT THAT
ATTENDANCE AT MAJOR INTERNATIONAL TRADE EXHIBITS IN MOSCOW
IS DRAWN FROM EVERY GEOGRAPHIC SECTOR IN USSR LEADS
US SERIOUSLY TO QUESTION UTILITY OF PERSONAL CALL
MARKETING CAMPAIGN IN CITIES OUTSIDE OF MOSCOW. WHILE
WE AGREE WITH USDOC/BEWT THAT APPARENT PRE-SHOW
ENTHUSIASM FOR CHEMISTRY-'77, BOTH ON PART OF SOVIETS,
WHO HAVE OPENED SECOND FAIR SITE AT VDNKH EXHIBITION GROUNDS
TO ACCOMMODATE OVERFLOW OF EXHIBITORS AND ON PART OF
WESTERN FIRMS, WHO CONTINUE TO PRESS FOR ADMISSION TO EVENT,
INDICATES THAT WE SHOULD BE PARTICULARLY ALERT TO ASSIST
U.S. PARTICIPANTS IN EXPLOITING COMMERCIAL POSSIBILITIES
AT SHOW, WE FRANKLY DO NOT SEE WHERE MORE AMBITIOUS PRE-
SHOW MARKETING CAMPAIGN OUTLINED REFTEL WOULD MATERIALLY
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AID US IN THIS ENDEAVOR. IN FIRST PLACE, CHEMICAL
INDUSTRY OFFICIALS, TECHNICIANS AND SPECIALISTS FROM
ALL OVER SOVIET UNION WILL BE ATTENDING CHEMISTRY '77 AND
NEARLY ALL WILL VISIT U.S. PAVILION AT SOME POINT DURING
EXHIBIT AS A MATTER OF COURSE. SECONDLY, WE ARE
TOTALLY SKEPTICAL ABOUT LEVEL AND QUALITY OF MEETINGS
WHICH WE WOULD BE ABLE TO ARRANGE FOR USDOC/BEWT

DIRECTOR OF BUSINESS RELATIONS (DBR) IN OUTLYING CITIES. EMBASSY EXPERIENCE HAS BEEN THAT PROVINCIAL OFFICIALS ARE NEITHER FAMILIAR WITH NOR ACCUSTOMED TO VISITS SUCH AS THOSE PROPOSED REFTEL AND WOULD NOT BE OVERLY FORTHCOMING IN ANY EVENT.

2. FINALLY, THERE WOULD BE CONSIDERABLE INVOLVEMENT OF USCO STAFF -- AT A TIME WHEN WE ARE SHORT OF PERSONNEL -- IN ARRANGING MEETINGS BY LETTER AND PHONE CALLS IN ADVANCE OF BEWT/DBR'S COMING. WE ALSO REITERATE FIRM EMBASSY POLICY (SEE MOSCOW 8809) AGAINST U.S.G. OFFICERS TRAVELLING IN USSR UNACCOMPANIED. GIVEN USCO'S CURRENT PERSONNEL LIMITATIONS, WE WOULD BE UNABLE TO PROVIDE TRAVELLING COMPANION FOR BEWT/DBR. BECAUSE OF ONGOING COMMITMENTS, THEREFORE, AND OUR CONVICTION THAT PAYBACK FROM IT WOULD BE MINIMAL, EMBASSY DOES NOT RECOMMEND THAT HEIGHTENED PRE-MARKETING CAMPAIGN IN CITIES OUTSIDE OF MOSCOW BE CONTEMPLATED FOR CHEMISTRY '77.

3. AS WE DID FOR ELEKTRO '77, HOWEVER, WE WOULD BE HAPPY TO SEND PACKETS OF LITERATURE AND BROCHURES DESCRIBING EACH U.S. PARTICIPANT'S PRODUCT LINE UNDER A COVERING LETTER TO ORGANIZATIONS IN SOVIET CITIES LISTED REFTEL WHICH BEWT INTENDED DBR TO VISIT. IN THIS CONNECTION, WE WOULD MAKE EVERY EFFORT TO TRANSLATE PRODUCT BRIEF INTO RUSSIAN SO THAT IT TOO COULD BE UNCLASSIFIED

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INCLUDED IN MAILING, IF SUCH CAN BE PROVIDED ALONG WITH CATALOGS, ETC., WITHIN NEXT THREE WEEKS. MOREOVER, IN KIEV (AND MOGILEV) AND IN LENINGRAD THESE PACKETS WOULD BE HAND-DELIVERED TO APPROPRIATE OFFICIALS BY AMCONGEN AND KIEV ADVANCE PARTY OFFICERS. MATLOCK

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